

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

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L8: Entry 8 of 11

File: USPT

May 16, 2000

DOCUMENT-IDENTIFIER: US 6061939 A

TITLE: Device for converting a pole into a simulative product display

Abstract Text (1):

A display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

Application Filing Date (1):

19980721

Brief Summary Text (4):

For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

Brief Summary Text (5):

Nonetheless, one available advertising location appears not to have been put to its full use. One will realize that poles may be found in nearly any environment. There are support poles in buildings, utility poles lining streets, and poles on ski mountains for supporting ski lifts. One important point that the sheer multiplicity of poles raises relative to the instant invention is that a tremendous amount of unique advertising space as of yet has been left underused. Thus far, advertising on poles has been limited substantially to the posting of sheets of paper and the like with tape or tacks.

Brief Summary Text (10):

In accomplishing these objects, the invention essentially comprises a display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member of, for example, plastic for fastening the first body element to the second body element to form the first and second body elements into a unitary structure. The elongate member may have a first end coupled to an inner surface of the first body element and a second end coupled to an inner surface of the second body element. The elongate may comprise a first elongate section coupled to a second elongate section by a ratcheting engagement mechanism.

Detailed Description Text (3):

In the embodiment of FIG. 1, the display device 10 comprises a first body element

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12 and a second body element 50 wherein each of the body elements 12 and 50 has an outer surface 14 that simulates in three dimensions approximately one-half of a beverage bottle. Since each of the first and second body elements 12 and 50 simulates approximately one-half of a product to be displayed, when coupled together the first and second body elements 12 and 50 simulate an entire product to be displayed in three dimensions and throughout 360 degrees.

CLAIMS:

1. A display device for converting a pole into a simulative product display, the display device comprising:

a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole; and

a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole;

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure, the fastening means comprising at least one elongate member with a first end and a second end, a means for fastening the first end of the at least one elongate member to an inner surface of the first body element, and a means for fastening the second end of the at least one elongate member to an inner surface of the second body element wherein the at least one elongate member comprises a first elongate section and a second elongate section; and

a means for fastening the first elongate section to the second elongate section to form the at least one elongate member comprising a ratcheting engagement mechanism operatively associated with the first and second elongate sections;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

6. A display device for converting a pole into a simulative product display the display device comprising:

a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole;

a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole wherein the first and second body elements when fastened together define an open inner volume;

at least one substantially rigid reinforcing member comprising a generally flat panel disposed within the open inner volume with an inner edge for contacting a pole about which the first and second body elements are disposed and an outer edge

for contacting the first and second body elements whereby the reinforcing member tends to prevent the first and second body elements from compressing in response to an impact to the display device;

at least one aperture in the reinforcing member;

an impact absorbing member of impact absorbing material disposed within the at least one aperture in the reinforcing member; and

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

16. The display device of claim 6 wherein each of the first and second body elements simulates in magnified proportion and in three dimensions a portion of a product to be advertised chosen from the group consisting of a bottled product, a boxed product, and a canned product.

[Previous Doc](#)

[Next Doc](#)

[Go to Doc#](#)

Hit List

Search Results - Record(s) 1 through 10 of 11 returned.

☐ 1. Document ID: US 6629097 B1

L8: Entry 1 of 11

File: USPT

Sep 30, 2003

US-PAT-NO: 6629097

DOCUMENT-IDENTIFIER: US 6629097 B1

TITLE: Displaying implicit associations among items in loosely-structured data sets

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	FIGURE	Draw. Des.
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☐ 2. Document ID: US 6415051 B1 *A*

L8: Entry 2 of 11

File: USPT

Jul 2, 2002

US-PAT-NO: 6415051

DOCUMENT-IDENTIFIER: US 6415051 B1

TITLE: Generating 3-D models using a manually operated structured light source

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	FIGURE	Draw. Des.
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☐ 3. Document ID: US 6292827 B1 *A*

L8: Entry 3 of 11

File: USPT

Sep 18, 2001

US-PAT-NO: 6292827

DOCUMENT-IDENTIFIER: US 6292827 B1

TITLE: Information transfer systems and method with dynamic distribution of data, control and management of information

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	FIGURE	Draw. Des.
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☐ 4. Document ID: US 6236994 B1

L8: Entry 4 of 11

File: USPT

May 22, 2001

US-PAT-NO: 6236994

DOCUMENT-IDENTIFIER: US 6236994 B1

TITLE: Method and apparatus for the integration of information and knowledge

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	FIGS	Draw. Des.
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☐ 5. Document ID: US 6161051 A

L8: Entry 5 of 11

File: USPT

Dec 12, 2000

US-PAT-NO: 6161051

DOCUMENT-IDENTIFIER: US 6161051 A

TITLE: System, method and article of manufacture for utilizing external models for enterprise wide control

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	FIGS	Draw. Des.
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☐ 6. Document ID: US 6157864 A

L8: Entry 6 of 11

File: USPT

Dec 5, 2000

US-PAT-NO: 6157864

DOCUMENT-IDENTIFIER: US 6157864 A

TITLE: System, method and article of manufacture for displaying an animated, realtime updated control sequence chart

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	FIGS	Draw. Des.
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☐ 7. Document ID: US 6108662 A

L8: Entry 7 of 11

File: USPT

Aug 22, 2000

US-PAT-NO: 6108662

DOCUMENT-IDENTIFIER: US 6108662 A

TITLE: System method and article of manufacture for integrated enterprise-wide control

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	FIGS	Draw. Des.
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☐ 8. Document ID: US 6061939 A

L8: Entry 8 of 11

File: USPT

May 16, 2000

US-PAT-NO: 6061939

DOCUMENT-IDENTIFIER: US 6061939 A

TITLE: Device for converting a pole into a simulative product display

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	Keywords	Drawings
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☐ 9. Document ID: US 5805167 A

L8: Entry 9 of 11

File: USPT

Sep 8, 1998

US-PAT-NO: 5805167

DOCUMENT-IDENTIFIER: US 5805167 A

TITLE: Popup menus with directional gestures

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	Keywords	Drawings
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ited ☐ 10. Document ID: US 5782027 A

L8: Entry 10 of 11

File: USPT

Jul 21, 1998

US-PAT-NO: 5782027

DOCUMENT-IDENTIFIER: US 5782027 A

TITLE: Device for converting a pole into a simulative advertising display

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	Keywords	Drawings
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[Clear](#)[Generate Collection](#)[Print](#)[Fwd Refs](#)[Bkwd Refs](#)[Generate OACS](#)

Terms

Documents

L7 and building

11

Display Format:[Change Format](#)[Previous Page](#)[Next Page](#)[Go to Doc#](#)

Hit List

Clear	Generate Collection	Print	Fwd Refs	Bkwd Refs
Generate OACS				

Search Results - Record(s) 11 through 11 of 11 returned.

☐ 11. Document ID: US 5567164 A

L8: Entry 11 of 11

File: USPT

Oct 22, 1996

US-PAT-NO: 5567164

DOCUMENT-IDENTIFIER: US 5567164 A

TITLE: Method of facilitating learning using a learning complex

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Claims	Drawings	Drawings
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Terms	Documents
L7 and building	11

Display Format:

[Previous Page](#)

[Next Page](#)

[Go to Doc#](#)

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

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Print

A

L3: Entry 1 of 2

File: USPT

Apr 29, 2003

DOCUMENT-IDENTIFIER: US 6556950 B1

TITLE: Diagnostic method and apparatus for use with enterprise control

Application Filing Date (1):19990930Detailed Description Text (814):

EC Simulation Visualization the LL execution Visualization the current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Timing Diagram Use generated code via SoftLogix to animate in 3-D the workcell machines that simulate the process and the subsequent creation of the product

Detailed Description Text (956):

Visualization of the PLC LL execution is enabled by using RSLogix. Visualization of a current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Bar Chart. Use generated code via SoftLogix to animate in 3-D visualization of the workcell machines in order to simulate the process and the subsequent creation of the product Note: in EC all these simulations run off the same data model.

Detailed Description Text (971):

EC Simulation Visualization of the LL execution is facilitated through the use of RSLogix (RSLadder is better) Visualization the current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Bar Chart Use generated code via SoftLogix to animate in 3-D visualization of the workcell machines in order to simulate the process and the subsequent creation of the product Note: in EC all these simulations run off the same data model.

Current US Cross Reference Classification (3):705/8[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)**End of Result Set**

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Print

L3: Entry 2 of 2

File: USPT

Dec 26, 2000

DOCUMENT-IDENTIFIER: US 6167406 A

TITLE: System, method and article of manufacture for building an enterprise-wide data model

Application Filing Date (1):19980508Detailed Description Text (410):

Use generated code via SoftLogix to animate in 3-D the workcell machines that simulate the process and the subsequent creation of the product

Detailed Description Text (698):

Visualization of the PLC LL execution is enabled by using RSLogix. Visualization of a current step(s) the machine is waiting on Visualization the "control process", i.e., animate the Bar Chart. Use generated code via SoftLogix to animate in 3-D visualization of the the workcell machines in order to simulate the process and the subsequent creation of the product

Detailed Description Text (727):

Use generated code via SoftLogix to animate in 3-D visualization of the the workcell machines in order to simulate the process and the subsequent creation of the product

Current US Cross Reference Classification (1):705/1[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

Refine Search

Search Results -

Terms	Documents
L23 and ((model\$ or simulat\$) with install\$)	4

Database:

US Pre-Grant Publication Full-Text Database
 US Patents Full-Text Database
 US OCR Full-Text Database
 EPO Abstracts Database
 JPO Abstracts Database
 Derwent World Patents Index
 IBM Technical Disclosure Bulletins

Search:

L24

Refine Search

Recall Text

Clear

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Search History

 DATE: Monday, June 06, 2005 [Printable Copy](#) [Create Case](#)

Set Name	Query	Hit Count	Set Name result set
	DB=EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES; OP=OR		
<u>L24</u>	L23 and ((model\$ or simulat\$) with install\$)	4	<u>L24</u>
<u>L23</u>	((model\$ or simulat\$) with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$))	144	<u>L23</u>
	DB=PGPB,EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES; OP=OR		
<u>L22</u>	L21 and building	94	<u>L22</u>
<u>L21</u>	((model\$ or simulat\$) with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$))	346	<u>L21</u>
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	DB=USPT; THES=ASSIGNEE; PLUR=YES; OP=OR		
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adj dimension)) with (product or item\$))

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<u>L18</u>	5605414 5408597 5889550 6215495 6263103 2002/0093541 4244156 3947985 5066163 5561930 5755528 5782027 5487146 2625762 5760925 3104875 4454671 3928930 6154723 5918049 2870558 5826265 5802292 5826239 6205243 5802306 5799318 5487618)![PN]	48	<u>L18</u>
<u>L17</u>	('5782027' '6292827' '6061939' '6415051' '6823299')![PN]	5	<u>L17</u>
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<u>L16</u>	L15 and l14	1	<u>L16</u>
<u>L15</u>	l13 and ((model\$ or simulat\$) with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$))	1	<u>L15</u>
<u>L14</u>	l13 and (simulat\$ with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$))	1	<u>L14</u>
<u>L13</u>	('5782027' '6292827' '6061939' '6415051' '6823299')![URPN]	38	<u>L13</u>
<u>L12</u>	L11 and (simulat\$ with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$))	5	<u>L12</u>
<u>L11</u>	L10 or l9	23	<u>L11</u>
<u>L10</u>	6169992.pn. or 6337699.pn. or 5027400.pn. or 6336035.pn. or 6307573.pn. or 6381583.pn. or 6304855.pn. or 6026377.pn. or 6438263.pn. or 6380934.pn. or 5850352.pn. or 6163623.pn. or 4835704.pn. or 5684724.pn. or 5402358.pn. or 5848399.pn. or 6449103.pn. or 5206804.pn.	18	<u>L10</u>
	DB=PGPB,USPT; THES=ASSIGNEE; PLUR=YES; OP=OR		
<u>L9</u>	6061939.pn. or 5782027.pn. or 6415051.pn. or 6292827.pn. or 6823299.pn.	5	<u>L9</u>
<u>L8</u>	L7 and building	11	<u>L8</u>
<u>L7</u>	L4 not l6	28	<u>L7</u>
<u>L6</u>	L4 and (simulat\$ same install\$)	4	<u>L6</u>
<u>L5</u>	L4 and (simulat\$ with install\$)	0	<u>L5</u>
<u>L4</u>	l2 not L3	32	<u>L4</u>
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<u>L2</u>	(simulat\$ with (3d\$ or "3-d" or "three-dimension" or (three adj dimension)) with (product or item\$)) and @ad<=20000630	34	<u>L2</u>
<u>L1</u>	(simulat\$ with (product or item\$)) and @ad<=20000630	6006	<u>L1</u>

END OF SEARCH HISTORY

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)**End of Result Set**

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Print

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L14: Entry 1 of 1

File: USPT

May 16, 2000

US-PAT-NO: 6061939

DOCUMENT-IDENTIFIER: US 6061939 A

*not sim/mod. intalled
3D product.*

TITLE: Device for converting a pole into a simulative product display

DATE-ISSUED: May 16, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Gildea; Sean T.	Marblehead	MA	01945	

APPL-NO: 09/ 119916 [PALM]

DATE FILED: July 21, 1998

PARENT-CASE:

This application is a continuation-in-part of application Ser. No. 08/820,366 filed on Mar. 12, 1997, now U.S. Pat. No. 5,782,027.

INT-CL: [07] G09 F 5/08

US-CL-ISSUED: 40/538; 40/607, 52/736.4

US-CL-CURRENT: 40/538; 40/607.03, 52/736.4

FIELD-OF-SEARCH: 40/538, 40/607, 40/624, 52/736.3, 52/736.4, 405/216, 404/6, 404/9, 404/10, 446/366, 116/63R

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected

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	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>2625762</u>	January 1953	Mccoll	
<input type="checkbox"/>	<u>2870558</u>	January 1959	Fuller	
<input type="checkbox"/>	<u>3104875</u>	September 1963	Doyle	
<input type="checkbox"/>	<u>3579885</u>	May 1971	Iverson	
<input type="checkbox"/>	<u>5066163</u>	November 1991	Whitaker	404/10
<input type="checkbox"/>	<u>5116204</u>	May 1992	Power et al.	40/607
<input type="checkbox"/>	<u>5190214</u>	March 1993	Dewailly	
	<u>5306106</u>	April 1994	Mileti	404/6

<input type="checkbox"/>				
<input type="checkbox"/>	<u>5487618</u>	January 1996	Cox	404/6
<input type="checkbox"/>	<u>5561930</u>	October 1996	Ashley et al.	40/538
<input type="checkbox"/>	<u>5605414</u>	February 1997	Fuller	404/6
<input type="checkbox"/>	<u>5755528</u>	May 1998	Kulp et al.	404/6
<input type="checkbox"/>	<u>5782027</u>	July 1998	Gildea	40/607

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
50647	October 1966	DE	404/10
2830876	October 1979	DE	404/10
1483485	August 1977	GB	404/10

ART-UNIT: 364

PRIMARY-EXAMINER: Johnson; Blair M.

ATTY-AGENT-FIRM: O'Connell Law Firm

ABSTRACT:

A display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

A retaining base with a base floor and an annular retaining wall disposed at the periphery of the base floor base may be provided for retaining a bottom end of the first and second body elements. The retaining base may be fastened to the first and second body elements by, for example, retaining bolts that may be fixed relative to a surrounding environmental surface or by ground spikes projecting through the display device and into a surrounding environmental surface. A volume of ballast may be disposed within the open inner volume of the display device for maintaining the display device in a given location and orientation.

16 Claims, 8 Drawing figures

[Previous Doc](#) [Next Doc](#) [Go to Doc#](#)

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)**End of Result Set**

Generate Collection

Print

L14: Entry 1 of 1

File: USPT

May 16, 2000

DOCUMENT-IDENTIFIER: US 6061939 A

TITLE: Device for converting a pole into a simulative product display

Abstract Text (1):

A display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

Brief Summary Text (4):

For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

Brief Summary Text (10):

In accomplishing these objects, the invention essentially comprises a display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member of, for example, plastic for fastening the first body element to the second body element to form the first and second body elements into a unitary structure. The elongate member may have a first end coupled to an inner surface of the first body element and a second end coupled to an inner surface of the second body element. The elongate may comprise a first elongate section coupled to a second elongate section by a ratcheting engagement mechanism.

Detailed Description Text (3):

In the embodiment of FIG. 1, the display device 10 comprises a first body element 12 and a second body element 50 wherein each of the body elements 12 and 50 has an outer surface 14 that simulates in three dimensions approximately one-half of a beverage bottle. Since each of the first and second body elements 12 and 50 simulates approximately one-half of a product to be displayed, when coupled together the first and second body elements 12 and 50 simulate an entire product to be displayed in three dimensions and throughout 360 degrees.

US Reference Patent Number (13):

5782027

CLAIMS:

1. A display device for converting a pole into a simulative product display, the display device comprising:

a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole; and

a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole;

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure, the fastening means comprising at least one elongate member with a first end and a second end, a means for fastening the first end of the at least one elongate member to an inner surface of the first body element, and a means for fastening the second end of the at least one elongate member to an inner surface of the second body element wherein the at least one elongate member comprises a first elongate section and a second elongate section; and

a means for fastening the first elongate section to the second elongate section to form the at least one elongate member comprising a ratcheting engagement mechanism operatively associated with the first and second elongate sections;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

6. A display device for converting a pole into a simulative product display the display device comprising:

a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole;

a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole wherein the first and second body elements when fastened together define an open inner volume;

at least one substantially rigid reinforcing member comprising a generally flat panel disposed within the open inner volume with an inner edge for contacting a pole about which the first and second body elements are disposed and an outer edge for contacting the first and second body elements whereby the reinforcing member tends to prevent the first and second body elements from compressing in response to an impact to the display device;

at least one aperture in the reinforcing member;

an impact absorbing member of impact absorbing material disposed within the at least one aperture in the reinforcing member; and

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

16. The display device of claim 6 wherein each of the first and second body elements simulates in magnified proportion and in three dimensions a portion of a product to be advertised chosen from the group consisting of a bottled product, a boxed product, and a canned product.

[Previous Doc](#)

[Next Doc](#)

[Go to Doc#](#)

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)**End of Result Set**

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L19: Entry 1 of 1

File: USPT

Jul 21, 1998

US-PAT-NO: 5782027

DOCUMENT-IDENTIFIER: US 5782027 A

Bwd Ref. 1 hit

TITLE: Device for converting a pole into a simulative advertising display

DATE-ISSUED: July 21, 1998

*not sim./mod. installed
3-D prod.*

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Gildea, Sean T.	Marblehead	MA	01945	

APPL-NO: 08/ 820366 [PALM]

DATE FILED: March 12, 1997

INT-CL: [06] G09 F 5/08

US-CL-ISSUED: 40/538; 40/607, 52/736.4

US-CL-CURRENT: ~~40/538~~; ~~40/607.12~~, ~~40/607.03~~, 52/736.4 *buildings*

FIELD-OF-SEARCH: 40/538, 40/607, 40/624, 446/366, 405/216, 52/736.3, 52/736.4

PRIOR-ART-DISCLOSED:

U. S. PATENT DOCUMENTS

Search Selected

Search All

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	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>2870558</u>	January 1959	Fuller	
<input type="checkbox"/>	<u>2899765</u>	August 1959	Fuller	
<input type="checkbox"/>	<u>3104875</u>	September 1963	Doyle	
<input type="checkbox"/>	<u>3928930</u>	December 1975	Attwood	
<input type="checkbox"/>	<u>3947985</u>	April 1976	Skrzypczak	
<input type="checkbox"/>	<u>4244156</u>	January 1981	Watts, Jr.	
<input type="checkbox"/>	<u>4454671</u>	June 1984	Morgenstern	40/607
<input type="checkbox"/>	<u>5116204</u>	May 1992	Power et al.	40/607
<input type="checkbox"/>	<u>5561930</u>	October 1996	Ashley et al.	
<input type="checkbox"/>	<u>5605414</u>	February 1997	Fuller et al.	40/607 X

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
11733	April 1910	FR	40/538
9302	April 1902	GB	40/538
363853	December 1931	GB	40/538

ART-UNIT: 363

PRIMARY-EXAMINER: Johnson; Blair

ATTY-AGENT-FIRM: O'Connell Law Firm

ABSTRACT:

A device for converting a pole into a simulative advertising display comprised of a first body element and, possibly, a second body element each for simulating in a magnified proportion at least a portion of a product to be advertised, a pole engaging surface, and a mechanism for coupling the body element or elements with a pole. Where the device simulates a bottle, there may be a strap simulating a bottle cap for surrounding a neck of the simulated bottle and coupling the device to a pole, and there may be a removable sheet label for surrounding a base of the simulated bottle for coupling the device to a pole and permitting a substitution of an advertised message by a replacement of the sheet label. The body element or elements may be comprised of a shell constructed with an impact absorbing material coated with a protective surface coating.

9 Claims, 6 Drawing figures

[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

[First Hit](#) [Fwd Refs](#)[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)**End of Result Set**

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Print

L19: Entry 1 of 1

File: USPT

Jul 21, 1998

DOCUMENT-IDENTIFIER: US 5782027 A

TITLE: Device for converting a pole into a simulative advertising display

Brief Summary Text (4):

For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the prior art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

[Previous Doc](#)[Next Doc](#)[Go to Doc#](#)

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[Clear](#) [Generate Collection](#) [Print](#) [Fwd Refs](#) [Bkwd Refs](#)
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☐ 1. Document ID: US 20040181374 A1

L24: Entry 1 of 4

File: DWPI

Sep 16, 2004

DERWENT-ACC-NO: 2004-688864

DERWENT-WEEK: 200467

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TITLE: Data manipulating method for creating environmental database, involves determining whether object information is sufficient to generate definition of environment, and generating formatted data in transmitting form used by specific model

Full	Title	Citation	Front	Review	Classification	Date	Reference	Claims	HOWC	Draw. De
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☐ 2. Document ID: JP 2004258890 A

L24: Entry 2 of 4

File: DWPI

Sep 16, 2004

DERWENT-ACC-NO: 2004-671717

DERWENT-WEEK: 200466

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TITLE: Product model center of gravity analysis apparatus e.g. for flat panel display TV, uses relation between gravity center position of product, and specific models, to detect product state

Full	Title	Citation	Front	Review	Classification	Date	Reference	Claims	HOWC	Draw. De
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☐ 3. Document ID: JP 2003067429 A

L24: Entry 3 of 4

File: DWPI

Mar 7, 2003

DERWENT-ACC-NO: 2003-262031

DERWENT-WEEK: 200326

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TITLE: Public access system for product development by CAD (Computer-Aided Design), has Web server that associates three-dimensional model for Web public presentation, and control information from CAD data

Full	Title	Citation	Front	Review	Classification	Date	Reference	Claims	HOWC	Draw. De
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☐ 4. Document ID: JP 2002156910 A

L24: Entry 4 of 4

File: DWPI

May 31, 2002

DERWENT-ACC-NO: 2002-504829

DERWENT-WEEK: 200254

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TITLE: Installation structure of three-dimensional product model, has pillars on both sides of railway track, to support the model

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Keywords	Claims	FIGURE	Draw. Des
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Terms	Documents
L23 and ((model\$ or simulat\$) with install\$)	4

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[Previous Page](#)[Next Page](#)[Go to Doc#](#)